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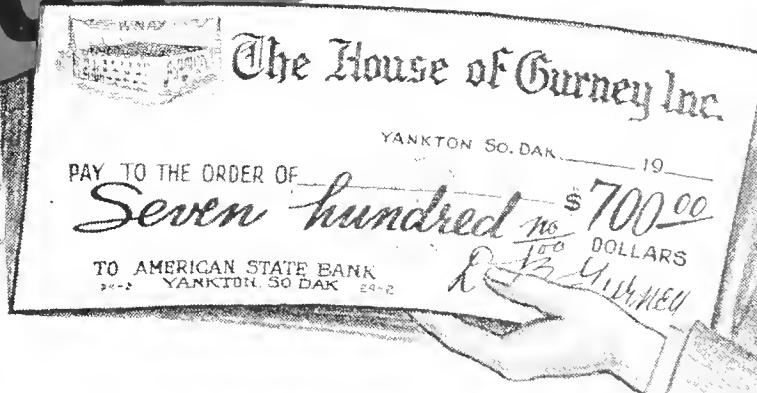
73
DO YOU WANT THIS



New 1937 model

CHEVROLET SEDAN

AND 100 GALLONS OF GURNEY'S 100% PURE PENNSYLVANIA OIL
OR \$700.00 IN CASH



ENTER THIS NEW *Easy* CONTEST!
WIN ONE OF THESE VALUABLE PRIZES!

The first prize winner actually receives his choice
of a NEW - 1937 - CHEVROLET SEDAN or \$700.00 cash



9th. to 50th.
PRIZES
\$2.00 each

\$1349.00 IN PRIZES ENTER TODAY
THIS CONTEST BEGINS MARCH 1st. and ENDS MARCH 31st.

LAST YEAR'S CONTESTANTS

Harold, South Dakota.
January 27, 1937.

The House of Gurney,
Yankton, South Dakota
Dear Sirs:

I want to tell you about my wonderful garden I raised last year. It was the only one in Hughes County that I could find out about unless there were some in Pierre.

I entered your contest last year, thinking I would perhaps win a prize, but didn't win one of your cash prizes, but think I won one that amounted to around \$100.00 anyway from the \$2.00 worth of garden seed. Of course, I had to water it and fight bugs of every description, but I think the vitality of your seeds had a lot to do with it. As I planted another kind and they got a grand start but that was all. It seemed that they couldn't stand the dry and hot weather we had.

I hope to receive your catalog soon, as I like to look at it and plan my garden early. That is my greatest hobby.

Yours truly,
Mrs. Ruth Noe.

Alexis, Illinois.
January 26, 1937.

Mr. D. B. Gurney.
Dear Sir:

I have been buying nursery stock and seeds from you several years and have been very pleased with results. I have never had a tree or shrub die that I have bought from you, and your garden seeds have been better than those I have bought elsewhere.

I think nursery stock and seed from your locality do much better here than those raised in the South and East.

Yours truly,
John M. P. Hymes.

Hector, Minnesota.
December 10, 1936.

The House of Gurney,
Yankton, So. Dak.
Gentlemen:

I feel like writing you about the wonderful success that I had with your seeds this year. All other gardens in this neighborhood were practically a total failure, while everyone who saw our garden was amazed at the good stand.

I cannot help praising your tomatoes, as I sold about 25 bushels, canned 101 quarts, made 30 quarts of preserves, and filled all my bottles with catsup while we ate all that we cared for.

We are practically the only ones around here who have their basement full of vegetables and some to spare.

My highest praise to Gurney's seeds.

A very much satisfied customer,
Mrs. John King.

Luana, Iowa.
February 1, 1937.

The House of Gurney, Inc.
Yankton, South Dakota
Gentlemen:

As I am trying my luck in your contest, I thought I would write you a few lines also.

Last spring I bought from you five bushels of Minnesota No. 13 Seed Corn, and although I didn't get it planted until the 23rd or 25th of May, and considering the dry weather we had it made a very good crop. If this corn could have been planted earlier and it would have had what moisture it needed at the right time, it would have made 90 bushels to the acre. I picked enough seed for this year, but if I ever need any seed corn, The House of Gurney will get my order, as I am well satisfied with my dealings with you.

Yours truly,
Vern Straberichter.

GURNEY'S MARCH CONTEST

*The One You Will Like Best
This Contest the Best of All!*

ENTER NOW

Read These Easy Rules

1. Finish this sentence, "Plant Gurney's seeds and trees because....." (In 25 additional words or less). Write your entry on one side of a sheet of paper, signing your name and address.

2. Your composition explaining your reasons must be written in the English language. Your entry may be made with pencil, pen and ink, or a typewriter, but the writing and entire entry must be plainly legible, neat, and readable. All entries and contents thereof become the property of The House of Gurney, Inc. No entries will be returned.

3. The 12 rules here given must be closely followed. A copy of the rules set forth herein is posted in the office of the Secretary-Treasurer of The House of Gurney, Inc., at Yankton, South Dakota, a copy of which rules may be obtained by contestants upon written request, and contestants agree to be bound by such rules so posted.

4. Entries will be judged for clearness, sincerity, and individuality of thought. Your own words are most important. Fancy entries will not count extra.

5. This contest begins March 1, 1937, and ends March 31, 1937. Only entries delivered to The House of Gurney, Inc., during March, 1937, or mailed at your postoffice during that month and received before noon April 3, 1937, will be qualified entries.

6. No person has authority to alter, modify, or change these rules. Contest is limited to the United States only and is subject to all Federal, State and Local Regulations.

7. Judges shall be appointed by an officer of The House of Gurney, Inc., and contestants agree with The House of Gurney, Inc., that the judges' decisions on all matters (including awarding of prizes and method of examining and judging entries) shall be final, but in case of tie, duplicate awards will be given, and The House of Gurney, Inc., is accepting your entry under that condition, which is mutually agreed to.

8. The House of Gurney, Inc., or the judges appointed, in their discretion, reserve the right to disqualify in this contest any employee of The House of Gurney, Inc., professional contestants, or winners of any first prize in any of our other

contests, or to disqualify any person whose entry or compliance with the rules of the contest, they may decide is not in good faith, or for any reason whatsoever. (The judges may use such methods to determine these and all questions as they may deem proper and their method and determination shall be final).

9. One or more members of a family may enter the contest; however, each additional entry must be qualified with a separate order to make it eligible for the full prize. Any contestant is entitled to send as many entries and qualifying orders for the full prize as he or she may desire.

10. An entry with no order or purchase will be recognized and winners will receive in cash 1/20 (one-twentieth) of our valuation of the First Prize, if first, or 1/20 (one-twentieth) of the other cash awards if the entries are entitled to prizes.

11. The prize winners will be announced over Radio Station WNAX between 12:40 and 1:40 p. m., Central Standard Time, on the 8th day of April, 1937.

12. If your entry is accompanied by an order for one or more of the special collections of merchandise listed in this contest circular amounting to \$2 or more, you will be eligible to compete for one of the following prizes:

FIRST PRIZE—Your choice of a 1937 Chevrolet Tudor Sedan with 100 gallons of Gurney's 100% Pure Pennsylvania Oil; or \$700 in cash.

Second Prize \$250.00 in cash

Third Prize 150.00 in cash

Fourth Prize 75.00 in cash

Fifth Prize 50.00 in cash

Sixth Prize 25.00 in cash

Seventh Prize 10.00 in cash

Eighth Prize 5.00 in cash

9th to 50th Prizes (inclusive) \$2.00 each

Cash Total, \$649.00

Questions and Answers Regarding This Contest

In the spirit of fairness to all contestants and also uniform service to ALL contestants, The House of Gurney must decline to engage in correspondence with any contestant. Obviously, it would not be fair to correspond with part of the contestants on matters involving the contest if all contestants did not have access to the correspondence. Accordingly, The House of Gurney will not answer letters regarding the contest.

The rules are clear and explicit, and as a means of making the rules even more understandable, the following questions and answers have been prepared:

1. Question: Can more than one person in a family enter? Is each entrant in a family eligible to win? In other words, is it possible that more than one prize may be paid in the same family?

Answer: Yes! to all three questions. But no one INDIVIDUAL can win more than ONE prize.

2. Question: Does neatness count in this contest?

Answer: No. Do not bother about decorating your answers. But please PRINT your name and address, and PRINT it clearly.

3. Question: Is it possible to secure a personal inter-

view with some official connected with the contest?

Answer: No. In fairness to all contestants, this is permitted NO contestant. Until after the contest has been completed, no discussions, either in person or over the telephone will be engaged in between any person identified with the contest staff and contestants.

4. Question: Can items other than those listed in this contest circular be selected from the 1937 House of Gurney catalog in order to qualify for the major prizes in the contest?

Answer: No. Only orders for contest collections listed on pages 3 and 4, qualify the entry.

PLANTING TIME SOON



Bowdle, S. D., February 1, 1937.

Gentlemen:
This is a Gurney 1936 cucumber field. \$62.50 worth of cucumbers was sold from the two packages. Mrs. E. E. Keim.

» » Qualify Your Entry in Our Big MARCH CONTEST by Ordering One or More of These Six

REAL BARGAIN COLLECTIONS

of Just the Seeds and Trees You Want!

COLLECTION NO. 1

CHINESE ELM SEEDLINGS . . . SIBERIAN TYPE

175 Siberian Type Chinese Elm, 6 to 12 inch Size, for Only \$2.00 Postpaid

These will grow rapidly and probably before the season is over, more than triple their size.
For a hedge or garden windbreak they will serve you well.

175 SIBERIAN TYPE CHINESE ELM, 6 TO 12 INCH

\$2.00 postpaid

COLLECTION NO. 2

A Dozen Hardy Field Grown Perennial Flowers

**TWO YEAR—HEAVY PLANTS
\$2.00 Postpaid**

These are from Gurney's Finest—Listed in our 1937 catalog and some new and different varieties. We will make you a selection that will blend well in color and form and be **Perfectly Hardy in Your Location**.

Free Premium: Three choice, hardy chrysanthemum plants. These will be among the choicest grown of the fall flowering plants.

**All for Only \$2.00 postpaid
ORDER PERENNIAL COLLECTION**

COLLECTION NO. 3

SPECIAL STRAWBERRYS IN A STRAWBERRY SPECIAL

25 Big Scarlet Gem, Everbearing.
25 Fairfax—Large, juicy, June-bearing.
50 Senator Dunlap—June-bearing.
25 Dorsett—A large proud berry that holds up off the ground on strong well filled stems.

These 125 Young Strawberry Plants

\$2.00 postpaid

COLLECTION NO. 4

TEN POUNDS

Gurney's Capitol Lawn Grass

Postpaid

\$2.75

COLLECTION NO. 5

SEED CORN

One bushel or more of any of the three following varieties of Gurney's high germinating, heavy heavy yielding seed corn:

Minnesota No. 13	Wimple's Yellow Dent	Silver King
1 bu. ... \$ 3.20	1 bu. ... \$ 3.50	1 bu. ... \$ 3.20
5 bu. ... 15.50	5 bu. ... 17.00	5 bu. ... \$15.50
10 bu. ... 30.00	10 bu. ... 33.00	10 bu. ... 30.00
F. O. B. Yankton		

See Next Page for Collection No. 6

COLLECTION NO. 6

Gurney's Drought Resistant Garden Collection

IT CANNOT BE CHANGED

1 oz.	Beets	Gurney's Dakota Wonder.....	\$.15	1/3 pt.	Peas	Giant American Wonder.....	.12
1/3 pt.	Beans	Gurney's Everbearing Wax.....	.15	1/3 pt.	Peas	Long Pod Alderman.....	.13
1/3 pt.	Beans	Full Measure10	1 oz.	Peanuts05
1 pkt.	Cauliflower	Gurney's Earliest Market.....	.12	1 oz.	Radish	Scarlet Turnip White Tip.....	.10
1 pkt.	Cabbage	Danish Ballhead05	1 pkt.	Radish	White Icicle05
1 pkt.	Cabbage	Gurney's Early Ballhead.....	.07	1 pkt.	Salsify	Oyster Plant05
1 pkt.	Cucumber	Gurney's New Everbearing.....	.05	1 pkt.	Spinach	King of Denmark.....	.05
1 pkt.	Cucumber	Straight 8 All American.....	.08	1 pkt.	Swiss Chard	For Greens05
1 oz.	Carrot	Danvers Half Long.....	.10	1 pkt.	Squash	Warted Hubbard05
1/3 pt.	Sweet Corn	Golden Sunshine12	1 pkt.	Turnip	Early White Milan.....	.05
1 pkt.	Celery	Golden06	1 pkt.	Tomato	Gurney's New Earlibell.....	.10
1 pkt.	Kohl Rabi	Early White Vienna.....	.05	1 pkt.	Tomato	Juicy07
1 pkt.	Lettuce	Gurney's Crisp as Ice.....	.06	1 pkt.	Tomato	Yellow Pear05
1 pkt.	Lettuce	Black Seeded Simpson.....	.05	1 pkt.	Watermelon	Red Sugar Swika.....	.06
1 pkt.	Muskmelon	Milwaukee Market05				
1 pkt.	Onion	Prizetaker05	1 oz.	Magnificent Spencer Sweet Peas—Free.....		.12
1 pkt.	Parsnip	Guernsey's Half Long.....	.05				
1 pkt.	Pepper	Harris Early Giant.....	.06				
						VALUE.....	\$2.52

ALL FOR ONLY \$2.00 POSTPAID

In Drought Resistant Garden Collection we actually offer you \$2.52 worth of fine quality seeds for the amount of \$2.00, and in addition we pay the postage.

Gurney Seeds are the finest that can be obtained. They stand in a class by themselves for purity, high germination qualities, and ability to produce good healthy plants, roots, or stalks during any normal growing year.

When you buy from Gurney, you're buying from the "Home of Seeds, Trees, and Nursery Stock that Grow and Satisfy."

\$2.00 May be Worth \$418.25 Plus the Prize

This is Don Gurney speaking, folks: "D. B. and I sat down the other day to figure out how much a person who purchased and planted Drought Resistant Garden Seed Collection could expect during a normal growing season.

After estimating very conservatively the amount of produce that these seeds are capable of producing during a normal year, we computed the value of the crop based on prices that were effective during the Spring and Summer Seasons of 1936, here in Yankton, South Dakota.

The results were very surprising indeed—pleasantly surprising, for they totaled up to \$418.25, not counting fresh beans and peas, lettuce and radishes, parsley and spinach that could be used by the grower on his own table.

We are listing our tabulations below, because we believe our figures, which I assure you are very conservative, will be of considerable interest to you.

5 bu. Beets	@ .50.....	\$ 2.50	1 bu. Salsify	@ 1.50.....	\$ 1.50	60 doz. Sweet Corn @ .10.....	\$ 6.00
20 bu. Cucumbers	@ .75.....	15.00	2 bu. Turnips	@ .50.....	1.00	100 Watermelons@ .15.....	15.00
5 bu. Carrots	@ .75.....	3.75	1 peck Peanuts		1.00	75 Squash	@ .10.....
3 bu. Kohl Rabi	@ .75.....	2.25	200 bu. Tomatoes	@ 1.00.....	200.00	400 Muskmelons	@ .05.....
3 bu. Onions	@ 1.25.....	3.75	4500 lbs. Cabbage	@ .01.....	45.00	1200 Peppers	@ .01 1/2....
2 bu. Parsnips	@ 1.00.....	2.00	600 lbs. Cauliflower	@ .04.....	24.00	1000 Stalks Celery	50.00
						TOTAL.....	\$418.25

\$418.25 and Plenty of Fresh Beans, Peas, Lettuce, Radishes, and Spinach for Your Own Use.

USE THIS ORDER BLANK!

DON'T DELAY!

You have an ideal chance of winning your choice of (a 1937 Chevrolet Sedan, or \$700.00 in cash) or a great part of \$649.00 in cash.

FILL OUT HERE

TO THE HOUSE OF GURNEY, INC.
YANKTON, SO. DAK.

Date.....

Gentlemen: Enclosed find (check) (money order) (cash) amounting to \$.....

Kindly send me.....the following contest (Collection) (or Collections).....

(My entry is enclosed) or (My entry will be sent in later). My entry in your "Big Prize Contest" is submitted subject to the Posted Rules. I agree that I will abide by the decision of the judges.

So. Dak. Customers add 2% State Sales Tax.

NAME

This contest begins March 1, 1937,
and ends March 31, 1937.

ADDRESS

Both Dates Inclusive.

Route or Street.....